

NOLA

BREWERY

STYLE GUIDELINE



Brand Guidelines

Here you will find the rules for using our brand assets and showcasing NOLA content. These guidelines will give specific examples of how to and how not to use NOLA in your publishing.

Please refer to this guide before producing any material that represents the NOLA Brewery. We have provided a library of assets and images to assist in the creation of marketing material

Please remember, we are happy you are promotion our product we simply ask that when advertising or marketing materials related to NOLA you do not suggest we are sponsoring or formally affiliated with the content- unless given written permission

Brand History

The NOLA Brewery Company is a regional brewery founded in New Orleans, Louisiana on October 31, 1907. The brewing operation was located on Tulane Avenue until 2005 when it closed due to Hurricane Katrina. Beer was contract brewed out-of-state until November 2019 when a new brewery opened in New Orleans.

Our brewery is where the magic happens. From our beginnings on Tulane Avenue to our future home in New Orleans East, NOLA Beer continues to honor its local heritage while investing in cutting-edge technology. Our commitment to delivering products of the highest quality and taste is our steadfast mission.



Logo

Wordmark

Our primary logo is the NOLA Brewery wordmark.

- Only show the logo in NOLA colors, black or white
- Dont use precious versions of the logo
- Dont alter, rotate, or modify the logo
- Dont animate the logo
- Dont accessorize the logo with extra elements

NOLA
BREWERY

NOLA **NOLA**
BREWERY BREWERY

Clear Space and Minimum Size

When you're using the logo with other graphic elements, make sure your give it some room to breath. the empty space around the logo should be the equal amount of the W in brewery

To ensure the logo maintains its visual impact, do not go any smaller than 1.5 inch wide and 0.6239 inch tall.

Clear Space



Minimum Size



Logo

Core Products

Our product lockup are comprised for NOLA wordmark and its accompanying words. The words are created with the base font of Open Sans Regular, and spaced to match the Brewery spacing of orangial logo.

All lockups must be created/approved by the NOLA marketing team.

NOLA
BEER
NOLA
LIGHT

NOLA **NOLA** **NOLA** **NOLA**
VOODOO VODOO VODOO VODOO
MAGIC DOLL QUEEN HEX

Submark

A secondary logo for use in applications where the original logo doesn't work as well as you would like. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Intended for online use or when you must resize the logo to small formats.



Typography

Our typeface is Cambria and Open Sans. For cases where either cannot be used, substitute with Times New Roman and Roboto

Alternate typeface uses:

- Times New Roman for titles
- Roboto for presentation body text

Cambria

Regular	<i>Italic</i>	Bold	<i>Bold Italic</i>
ABCDEFGHIJKL	ABCDEFGHIJKL	ABCDEFGHIJKL	ABCDEFGHIJKL
MNOPQRSTUVWXYZ	MNOPQRSTUVWXYZ	MNOPQRSTUVWXYZ	MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>	abcdefghijklmnopqrstuvwxyz	<i>abcdefghijklmnopqrstuvwxyz</i>
0123456789!@#%&	<i>0123456789!@#%&</i>	0123456789!@#%&	<i>0123456789!@#%&</i>

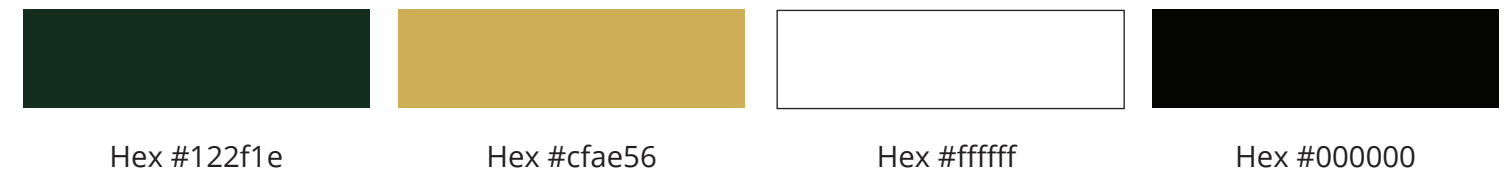
Open Sans

Regular	Semi bold	Bold	<i>Bold Italic</i>
ABCDEFGHIJKL	ABCDEFGHIJKL	ABCDEFGHIJKL	ABCDEFGHIJKL
MNOPQRSTU	MNOPQRSTU	MNOPQRSTU	MNOPQRSTU
WXYZ	WXYZ	WXYZ	WXYZ
abcdefghijklm	abcdefghijklm	abcdefghijklm	<i>abcdefghijklm</i>
nopqrstuvwxyz	nopqrstuvwxyz	nopqrstuvwxyz	<i>nopqrstuvwxyz</i>
0123456789!@#%&	0123456789!@#%&	0123456789!@#%&	0123456789!@#%&

Color Palette

Applying NOLA core color palette will help create strong visual communication in everything from product UI to illustration and iconography. For the most part, white, black and the core colors should be all you need. If you do need additional colors for your project, you can use the other to help you balance primary and supporting palettes.

Primary



Secondary



NOLA VOODOO Color Palette



Product



Product



Thank You

If you are having trouble with anything in this guide, you are missing brand elements from brand package, or you are unsure if your communication represents the NOLA brand, please contact our team at brand@NOLA.com

NOLA
BREWERY



NOLA BREWERY

EST. 1907

